GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2545
ANSWERED ON:18.12.2003
PROCEDURE FOR AWARDING ADVERTISING CAMPAIGN
NIVEDITA MANE;SADASHIVRAO DADOBA MANDLIK

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether at present there is no standard procedure for awarding advertising campaign;

(b) if so, the reasons therefor;

(c) whether the Government is considering to make public service advertisements a transparent procedure; and

(d) if so, the salient feature thereof and the time by which it is likely to be implemented?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (d) : Advertising campaigns are launched as per the requirements of the client Ministries/Departments in accordance with the guidelines as laid down in the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP in respect of advertisements in print media and Guidelines for Empanelment of Audio-Video Producers with DAVP in respect of production and broadcast/telecast of audio-visual programmes/advertisements. These guidelines are also available on DAVP`s website − www. davp.nic.in.